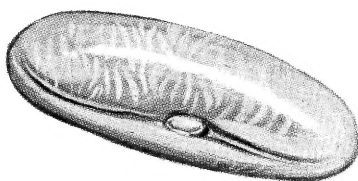
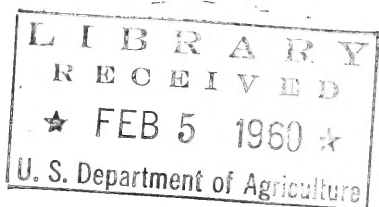


62

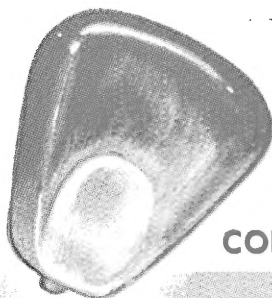
1960 **CATALOG**



PEAS



BEANS



CORN

ROGERS
BROTHERS COMPANY
Seeds

Box 2188
IDAHO FALLS, IDAHO

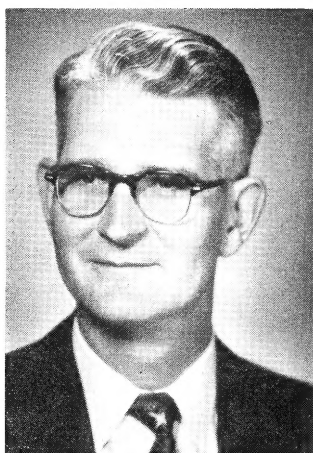
ESTABLISHED 1876



T. T. HOPKINS
Vice President
and General Manager



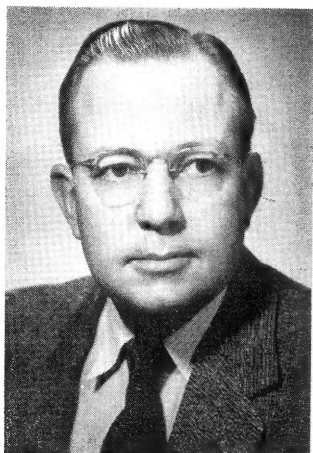
H. W. MAUTH
Production Manager



R. K. ROSE
President



D. W. ISLEY
Secretary-Treasurer



L. V. ANDERSEN
Traffic Manager



ROGERS LATEST INTRODUCTIONS

PEAS

Eureka

Frosty

Midfreezer

Small Sieve Freezer

BEANS

Earligreen

Earliwax

Higrade

Slenderwhite

Tenderwhite

Wadex

SWEET CORN HYBRIDS

Dominator

Golden Hybrid G101

Golden Hybrid R-8

Jubilee

Mello-Gold, White Silk

See descriptions in following pages.

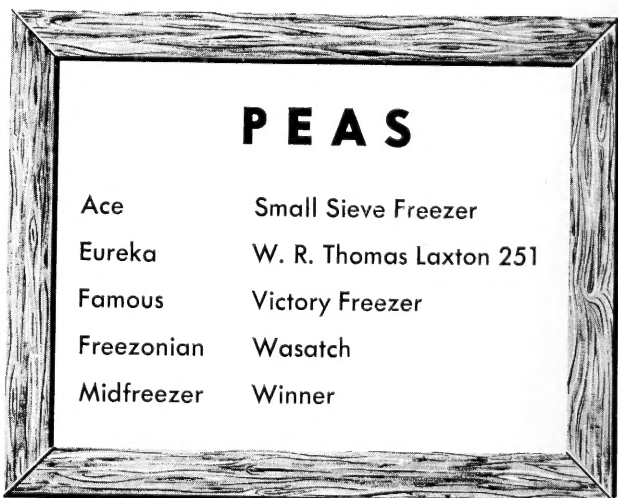
ROGERS HALL OF FAME

Whether it be sports, industry, science or government every line of endeavor has its Hall of Fame. We in Rogers Brothers Company are no exception. We honor not the heroes of a past era, but the lifeblood of our firm in the present day. Rogers Hall of Fame contains the names and pictures of those varieties of peas, beans and sweet corn that have been developed by our own plant breeding staff and which are currently enjoying wide distribution here in the United States and abroad. These are the fruits of a research and development program progressively designed to meet the demands of our trade at this time.

Some of these members of our Hall of Fame have been around for many years, and are living proof that our plant breeders designed well to produce varieties of such an enduring pattern. Others are relatively new, but their stature has been measured by the volume of their acceptance by our customers.

With pleasure and pride we list below those of our current varieties which by virtue of their widespread distribution merit election to Rogers Hall of Fame.

ROGERS *Hall of Fame*



ROGERS
Hall of Fame

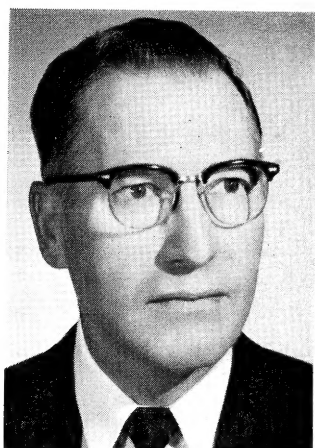
B E A N S

Bountiful Canner	Slenderwhite
Earligreen	Supergreen, Improved
Earliwax	Tendergreen, Imp. M. R.
Higrade	Tendergreen No. 32304
Puregold Wax	Slenderwhite
Slendergreen	Wadex

S W E E T C O R N

Dominator	Golden Hybrid R-8
Early Cogent	Golden Nugget
Golden Earlipak	Mello-Gold, White Silk

Not included in this current listing of Rogers Hall of Fame are many varieties which were developed by our firm in years past and which enjoyed good volume during their period of usage. The everchanging pattern of demand of our trade has made them generally obsolete, although we still catalog a few of them to satisfy the specific needs of certain of our clientel. Many items on the current honor roll will soon be superseded by new material developed annually by our plant breeding staff.



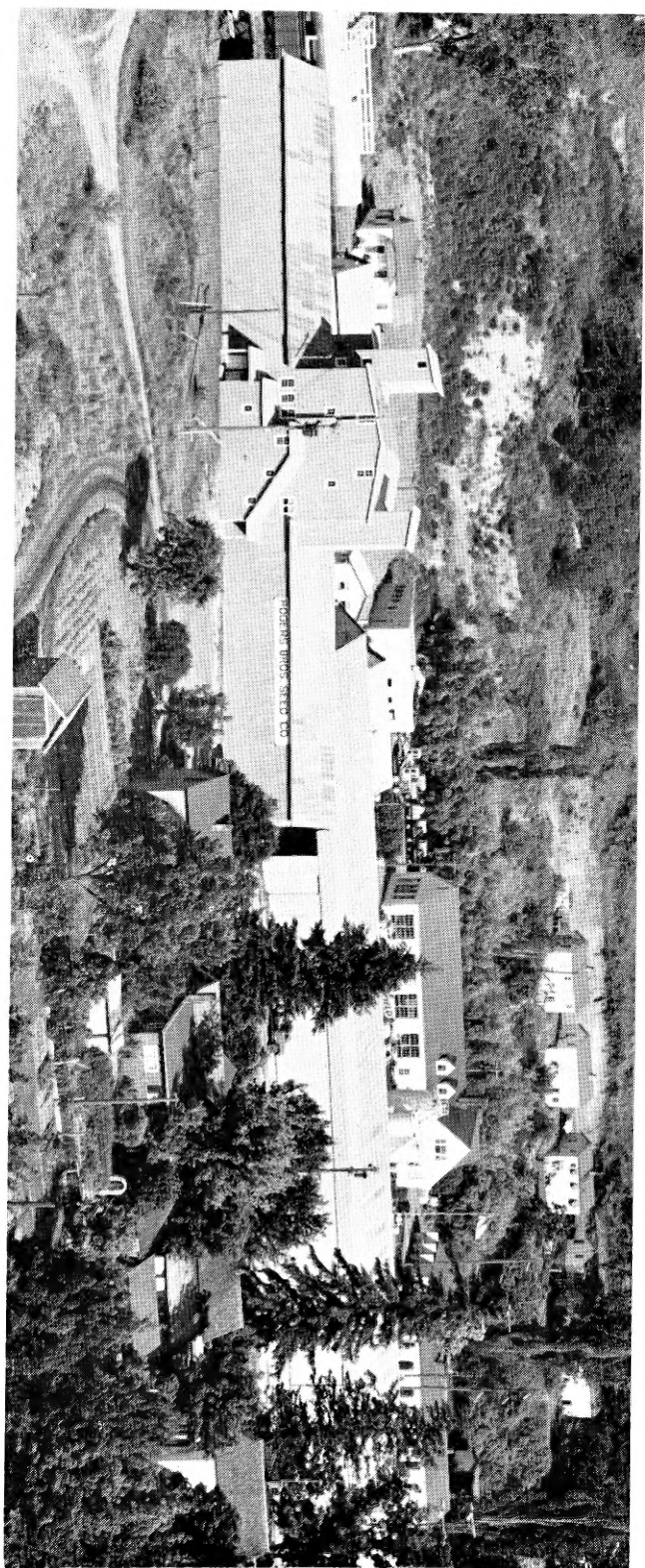
DR. M. E. ANDERSON

Dr. M. E. Anderson has for many years been in charge of our pea and bean breeding program. His efforts have made it possible for us to introduce numerous new and superior varieties that have gained general usage in both the seed trade and food processing industries. Our policy of progressive breeding will continue to bring out new and improved varieties in the near future.



DR. FRANKLIN L. BLANKENBURG

Dr. F. L. Blankenburg, in charge of sweet corn research, conducts a program that has been responsible in recent years for the introduction of several outstanding hybrids widely used in the fresh market and in the canning and frozen foods industries. An extensive breeding and testing program insures the continued development of new hybrids to meet the specific needs of our customers.



Our Colfax, Washington, Warehouse

PEAS—CANNING VARIETIES

ACE (Rogers)

64 Days

Vine 32 inch, medium, dark
 Pod 2½ inch, light, blunt, double
 Seed small sized and wrinkled
 Hardy, Prolific and Wilt Resistant Mid-Early.

Sieve	1	2	3	4	5	6	7	8
%	7	14	20	26	27	6		

ALASKA (No. 423 Strain)

57 Days

Vine 28 inch, light, slim
 Pod 2½ inch, light, blunt
 Seed small sized, smooth

Sieve	1	2	3	4	5	6	7	8
%	6	19	38	32	5			

Wilt Resistant. Small sieve size strain with high yield.

ALASKA SWEET

58 Days

Vine 28 inch, light, slim
 Pod 2¾ inch, light, blunt
 Seed wrinkled, small, med. green

Wilt Resistant.

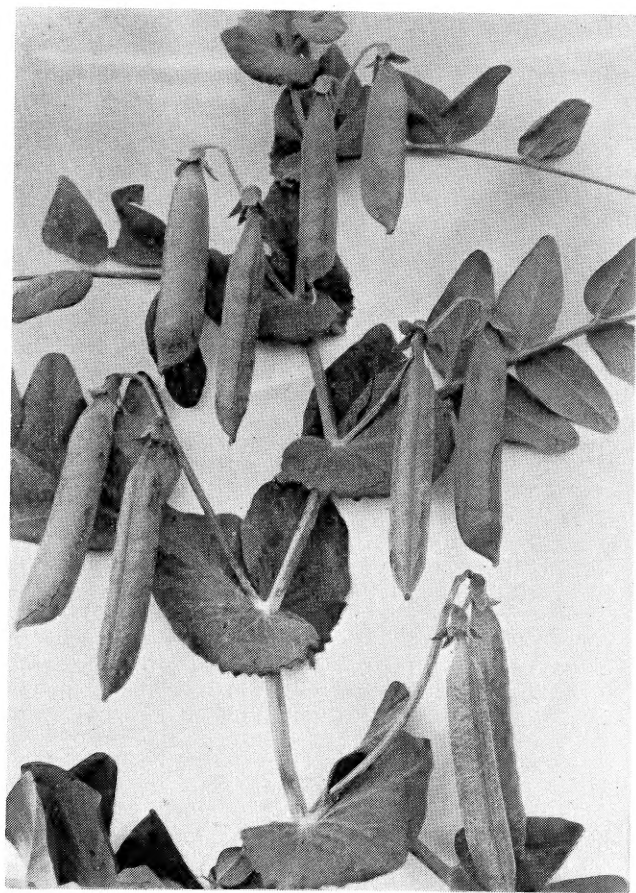
Sieve	1	2	3	4	5	6	7	8
%	8	9	15	22	38	8		



Streamlined Handling in Our Colfax, Washington, Warehouse

PEAS—CANNING VARIETIES

New Introduction



EUREKA

Outstanding yielder of excellent quality, small sieve peas

EUREKA (Rogers)

68 Days

Vine 30 inch, medium

Pod 3½ inch, light, blunt, double

Seed medium sized, wrinkled

Our newest high quality Early Perfection variety. producing a high yield of small sieve peas. Wilt Resistant.

Seive	1	2	3	4	5	6	7	8
%	4	8	18	40	25	5		

PEAS—CANNING VARIETIES

FAMOUS (Rogers)

67 Days

Vine 24 inch, medium dark, fairly heavy
 Pod $3\frac{1}{2}$ inch, light, blunt, double
 Seed medium sized, wrinkled
 A hardy, Wilt Resistant Perfection Type. Will normally out yield regular Perfection strains. Smaller sieve size.

Sieve	1	2	3	4	5	6	7	8
%	1	4	15	33	39	8		

PERFECTION No. 326

67 Days

Vine 32 inch, fairly heavy, medium dark
 Pod $3\frac{1}{4}$ inch, light, blunt, double
 Seed Small sized, wrinkled
 High quality—heavy producer. Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	2	7	19	35	33	4		

PERFECTION (Wisconsin)

71 Days

Vine 30 inch, medium heavy, dark
 Pod $3\frac{1}{4}$ inch, light, blunt, double
 Seed medium sized, wrinkled
 Wilt Resistant. Small Sieve. Late Season, for extending quality pack.

Sieve	1	2	3	4	5	6	7	8
%	2	5	12	33	35	13		

PERFECTION NEW LINE

69 Days

Vine 28 inch, medium heavy, dark
 Pod $3\frac{1}{4}$ inch, light, blunt, double
 Seed medium-large sized, wrinkled
 Wilt Resistant. A high yielding Early Perfection of excellent quality.

Sieve	1	2	3	4	5	6	7	8
%	1	4	11	24	32	24	4	

PRIDE

65 Days

Vine 24 inch, medium, dark
 Pod $3\frac{1}{4}$ inch, blunt, straight, light green
 Seed medium-large sized, wrinkled
 Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%		5	10	22	34	25	3	

PROFUSION IMPROVED (Rogers)

71 Days

Vine 30 inch, medium dark, heavy
 Pod 4 inch, light, semi-blunt, well filled
 Seed large, cream, wrinkled
 Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%		1	6	26	44	21	2	

PEAS—CANNING VARIETIES



SHOSHONE

SHOSHONE (Rogers)

69 Days

Vine 30 inch, medium dark, heavy
 Pod $3\frac{1}{2}$ inch, light, blunt, mostly single
 Seed large sized, wrinkled

Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	3	7	16	19	25	24	6	

SURPRISE

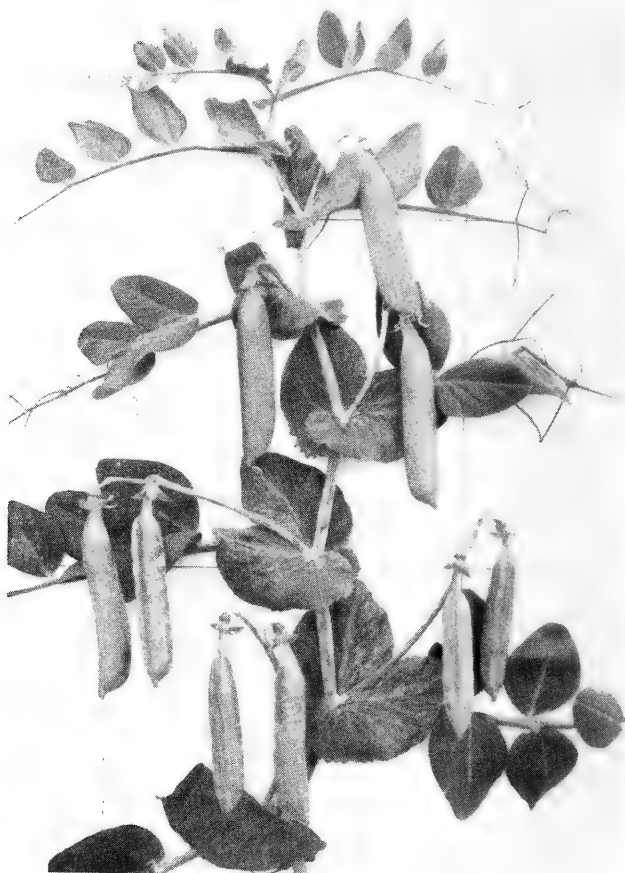
60 Days

Vine 24 inch, slim, dark
 Pod $2\frac{1}{2}$ inch, light, blunt
 Seed small sized, wrinkled

Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%	5	10	15	33	29	8		

PEAS—CANNING VARIETIES



WASATCH

Very early, highest quality
Wilt Resistant Canning Pea.

WASATCH (Rogers)

64 Days

Vine 26 inch, fairly heavy
Pod 3 1/4 inch, light, blunt, mostly double
Seed medium-large sized, wrinkled
Wilt Resistant. Earliest Perfection Type. Excellent
holding qualities.

Sieve	1	2	3	4	5	6	7	8
%	2	5	12	22	22	26	11	

WINNER (Rogers)

59 Days

Vine 30 inch, slim, light
Pod 2 inch, small, blunt
Seed very small, smooth

Sieve	1	2	3	4	5	6	7	8
%	13	22	33	30	2			

Smaller Sieve Sizes Than Alaska.

PEAS—FREEZING VARIETIES

New Introduction



FROSTY

A new early freezing pea with exceptional yield and quality

FROSTY

65 Days

Vine 26 inch, medium
 Pod 3½ inch, dark green, blunt, doubled
 Seed medium-large size wrinkled
 Wilt Resistant. Heavy set of double pods on a medium length vine insures good pod-vine ratio. A prolific early variety with very uniform dark green shelled peas of excellent quality.

Sieve	1	2	3	4	5	6	7
%	1	3	12	28	40	15	1

PEAS—FREEZING VARIETIES

New Introduction



MIDFREEZER

A new high quality, midseason freezing pea introduced to fill the gap between early and late season harvest.

MIDFREEZER (Rogers)

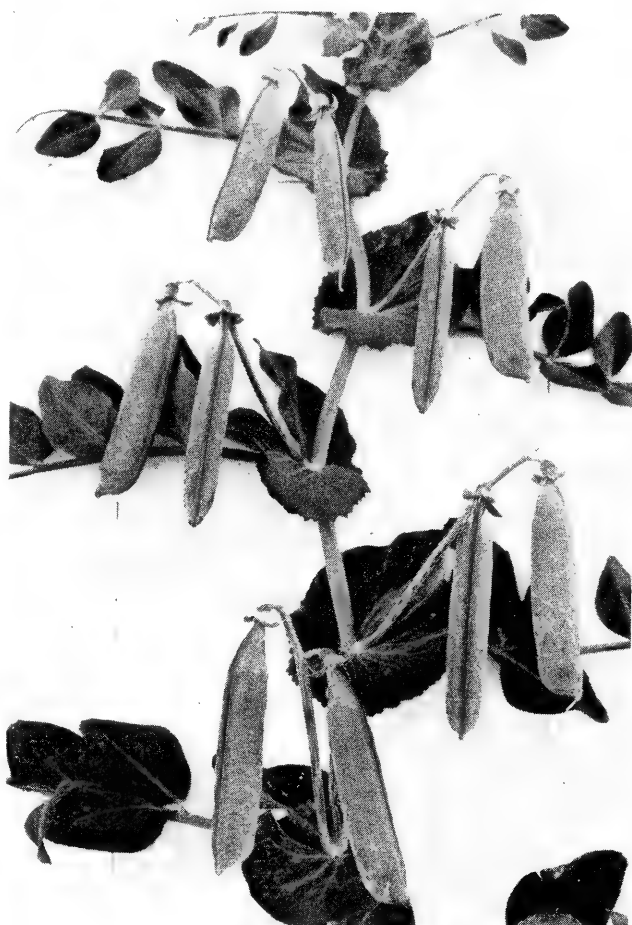
66 Days

Vine 28 inch, medium
Pod 3 $\frac{1}{4}$ inch, dark, blunt, mostly double
Seed medium-large sized, wrinkled

A high yield is given on a sensible length vine. Wilt Resistant. Produces shelled peas of excellent quality and uniform, dark green color. Comparable to Perfected Freezer in sieve sizes and better in quality.

Sieve	1	2	3	4	5	6	7	8
%	2	4	11	23	37	19	4	

PEAS—FREEZING VARIETIES



PERFECTED FREEZER

Dark Green Seed Coat and Cotyledon
A Smaller Sieve Heavy Producer

PERFECTED FREEZER

69 Days

Vine 28 inch, fairly heavy, medium dark

Pod 3½ inch, light, blunt, double

Seed medium sized, wrinkled

Wilt Resistant. Dark Green Perfection Type.

Sieve	1	2	3	4	5	6	7	8
%		3	9	28	30	25	5	

PEAS—FREEZING VARIETIES

New Introduction



SMALL SIEVE FREEZER

SMALL SIEVE FREEZER (Rogers)

67 Days

Vine 28 inch, medium, dark
 Pod 3 1/4 inch, dark, blunt, mostly double
 Seed medium small wrinkled

Wilt Resistant. Developed to fill the need for small
 sieve sizes of uniform high quality dark green peas.

Sieve	1	2	3	4	5	6	7	8
%	2	6	14	24	34	20		

PEAS—FREEZING VARIETIES

THOS. LAXTON (Rogers No. 251)

63 Days

Vine 30 inch, dark, slim
Pod 3½ inch, dark green, blunt
Seed large, wrinkled

Our Wilt Resistant Strain developed especially for the freezing trade. More hardy and better holding qualities.

Sieve	1	2	3	4	5	6	7	8
%	2	5	6	15	27	25	20	



VICTORY FREEZER

VICTORY FREEZER (Rogers)

66 Days

A midseason, high quality, prolific variety.

Vine 29 inch, dark, slim
Pod 3¼ inch, dark, blunt, double
Seed large sized, dark green, wrinkled

Wilt Resistant.

Sieve	1	2	3	4	5	6	7	8
%		5	11	24	33	23	4	

More concentrated than earlier strains.

PEAS—GARDEN VARIETIES

ALASKA

57 Days

Vine 28 inch, light, slim
Pod 2½ inch, light, blunt
Seed small sized, smooth
Wilt Resistant.

ALDERMAN (Tall Telephone)

72 Days

Vine 40 inch, dark, heavy
Pod 4½ inch, dark, pointed
Seed very large, wrinkled
Wilt Resistant.

DWARF ALDERMAN (Rogers)

76 Days

Vine 22 inch, dark, heavy
Pod 4½ inch, dark, pointed
Seed very large sized, wrinkled
Wilt Resistant. (Dark Pod Dwarf Telephone.)

DWARF GREY SUGAR

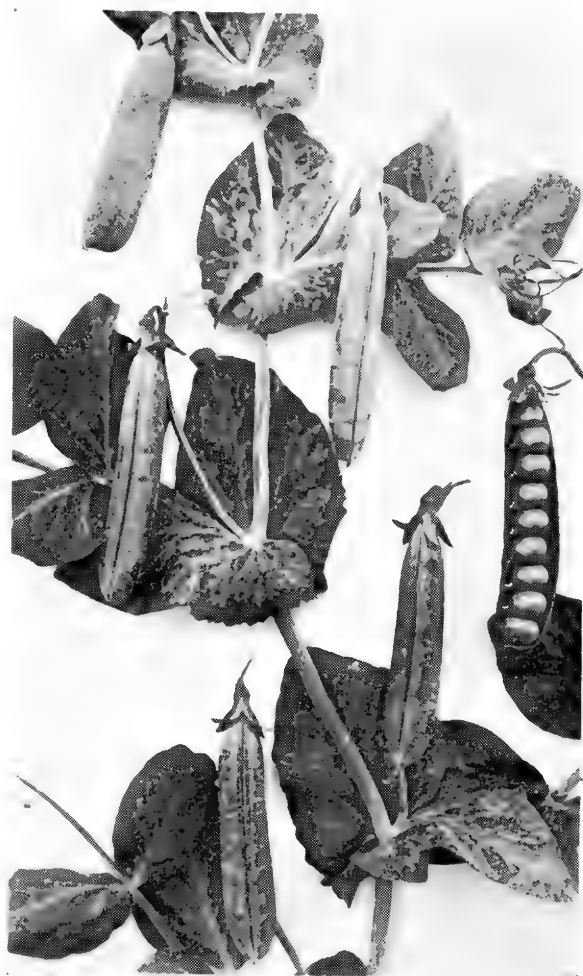
66 Days

Vine 24 inch, dark, medium
Pod 2¾ inch, light, pointed
Seed small, grey, smooth
Wilt Resistant.



Threshing Seed Peas in Columbia Basin Area of Washington

PEAS—GARDEN VARIETIES



FREEZONIAN
ALL AMERICA BRONZE MEDAL AWARD

FREEZONIAN (Rogers)	63 Days
Vine	30 inch, dark, medium
Pod	3½ inch, dark green, blunt
Seed	large, wrinkled
Wilt Resistant. Ideal for freezing.	
Broad Full Sized Market Pod.	

HUNDREDFOLD (Laxtonian)	65 Days
Vine	20 inch, dark, heavy
Pod	4 inch, dark, pointed
Seed	large, wrinkled

PEAS—GARDEN VARIETIES



ICER No. 95 SHIPPING PEA

An improved Giant Stride type.

ICER No. 95 (Rogers)

74 Days

Vine 24 inch, coarse, dark
 Pod $4\frac{1}{2}$ -5 inch, dark, pointed
 Seed very large, wrinkled
 Wilt Resistant.

LAXTON'S PROGRESS

62 Days

Vine 15 inch, dark, heavy
 Pod $4\frac{1}{2}$ inch, dark, pointed
 Seed large, wrinkled

LAXTON'S SUPERB

60 Days

Vine 18 inch, light, coarse
 Pod 4 inch, dark, pointed
 Seed large, oval, smooth

Sometimes called Early Bird.

LINCOLN

67 Days

Vine 28 inch, medium heavy, dark
 Pod $3\frac{1}{4}$ inch, dark, pointed
 Seed medium sized, wrinkled

Wilt Resistant.

Adapted for Freezing

PEAS—GARDEN VARIETIES



LITTLE MARVEL

LITTLE MARVEL

63 Days

Vine 18 inch, dark, medium
 Pod 3 inch, dark, blunt
 Seed medium-large, wrinkled

PED. EX. EARLY (First & Best)

58 Days

Vine 24 inch, light, slender
 Pod 2½ inch, light, blunt
 Seed cream, small sized, smooth
 Wilt Resistant.

PREMIER (Rogers)

62 Days

Vine 22 inch, medium, heavy
 Pod 2¾ inch, light, blunt
 Seed medium sized, wrinkled
 (Use for Notts Excelsior and Impd. American Wonder.)



PEAS—GARDEN VARIETIES

PROGRESS No. 9

62 Days

Vine 15 inch, dark, heavy
Pod 4½ inch, dark, pointed
Seed large, wrinkled
Our improved strain. Slightly taller vine and longer, straighter pod.

THOMAS LAXTON (Rogers 251)

63 Days

Vine 30 inch, dark, slim
Pod 3½ inch, dark green, blunt
Seed large, wrinkled
Wilt Resistant.

VICTORY FREEZER (Rogers)

66 Days

Vine 29 inch, dark, medium heavy
Pod 3½ inch, dark, blunt, double
Seed large sized, dark green, wrinkled
Wilt Resistant—ALL AMERICA BRONZE MEDAL.
A high yielding, excellent quality, mid-season variety, ideally suited for home freezing. See cut page 13.

WORLD'S RECORD—EARLY GRADUS

58 Days

Vine 24 inch, light, medium
Pod 3½ inch, dark, pointed
Seed large, wrinkled

Our Twin Falls, Idaho, Warehouse





BEANS—BUSH GREEN POD

BOUNTIFUL

51 Days

Pods are 7 inches long, straight, broad, flat, light green. Seed straw color.

Stringless. GARDEN & CANNING VARIETY

BOUNTIFUL CANNER (Rogers)

53 Days

Growth habit very similar to regular Bountiful, but gives a higher yield. Fibre analysis is very much lower, therefore, an ideal bean for French-style pack.

CONTENDER (Buff Valentine)

55 Days

Pods are 6½ inches long, slim, near round, dark green and stringless. Seed, buff, lightly mottled. Mosaic Resistant.

MARKET GARDEN & SHIPPING

FULL MEASURE, IMPROVED (Rogers)

60 Days

Pods are 6 inches long, fairly straight, round, dark green. Stringless. Seeds: Reddish brown, mottled with buff.

GARDEN & CANNING VARIETY

FULLGREEN (Developed by U.S.D.A.)

54 Days

Pods 5½ inches long, dark green, round, stringless. Mosaic Resistant and tolerant to several other diseases. Seeds: Mouse grey to olive brown.

GARDEN & CANNING VARIETY

GIANT STRINGLESS

56 Days

Pods are 6 inches long, round, fairly straight, light green. Stringless. Seed: Yellowish brown.

GARDEN & CANNING VARIETY

BEANS—BUSH GREEN POD

New Introduction



EARLIGREEN

A new white seeded slim podded bean developed to meet the whole-bean processors' need for an early, prolific variety adapted for mechanical harvest.

EARLIGREEN (Rogers)

55 Days

Pods are 5½ inches long, smooth, round, straight and slightly lighter color than Tendergreen. Bush erect, 14 inches, dark green, compact with Refugee type leaves. MOSAIC RESISTANT. Seed: SMALL WHITE. CANNING VARIETY

BEANS—BUSH GREEN POD

New Introduction



HIGRADE

High yield of plump, fleshy pods
with low fiber for French-Style pack.

HIGRADE

60 Days

Pods are 6 inches long, plump and fleshy, straight, round, smooth, stringless, medium dark green color and low in fiber. Upright bush well adapted to mechanical harvest. A high yielding white seeded Tendergreen type of fine quality recommended for large size cuts and French-style packs. Mosaic Resistant.

BEANS—BUSH GREEN POD

LANDRETH STRINGLESS (Burpees) 54 Days

Pods are 6 to 7 inches long, fairly straight, round, dark green. Stringless. Seed: Light coffee brown.

GARDEN & CANNING VARIETY

PLENTIFUL (Black Seeded Bountiful) 53 Days

Pods similar to Bountiful, slightly longer and darker green. Straight. Stringless. Seed: Black.

GARDEN VARIETY

RUBY DWARF HORTICULTURAL 56 Days

Pods 4 to 5 inches, broad, flat, dark green, streaked with red. Stringless. Seed: Cream splashed with red.

GARDEN VARIETY

SEMINOLE 62 Days

Pods 6 inches long, round, straight, smooth, dark green, and stringless. Developed at Everglades Experiment Station of the University of Florida. Claimed resistant to common mosaic, rust and mildew. Seed: Brown mottled.

GARDEN & CANNING VARIETY



Seed Processing and Storage Plant, Idaho Falls, Idaho.

BEANS—BUSH GREEN POD



SLENDERGREEN

SLENDERGREEN (Rogers)

56 Days

An excellent bush bean with pods 6 inches long, round, straight, slim and dark green. Stringless, Uniform maturity. Seed: Purple splashed with buff. Similar to Tendergreen in color with slimmer, smoother pod.

GARDEN & CANNING VARIETY

BEANS—BUSH GREEN POD

New Introduction



SLENDERWHITE

Excellent yield of slim, smooth pods of good uniform green color.

SLENDERWHITE

56 Days

Pods are 5-6 inches long, slim, straight, smooth round, stringless and of medium dark green color. Well adapted to mechanical harvesting. Pure white seeds. Mosaic Resistant. Derived by our breeding department through selection and purelining from stock originating as U.S.D.A. B-2720-4-1.

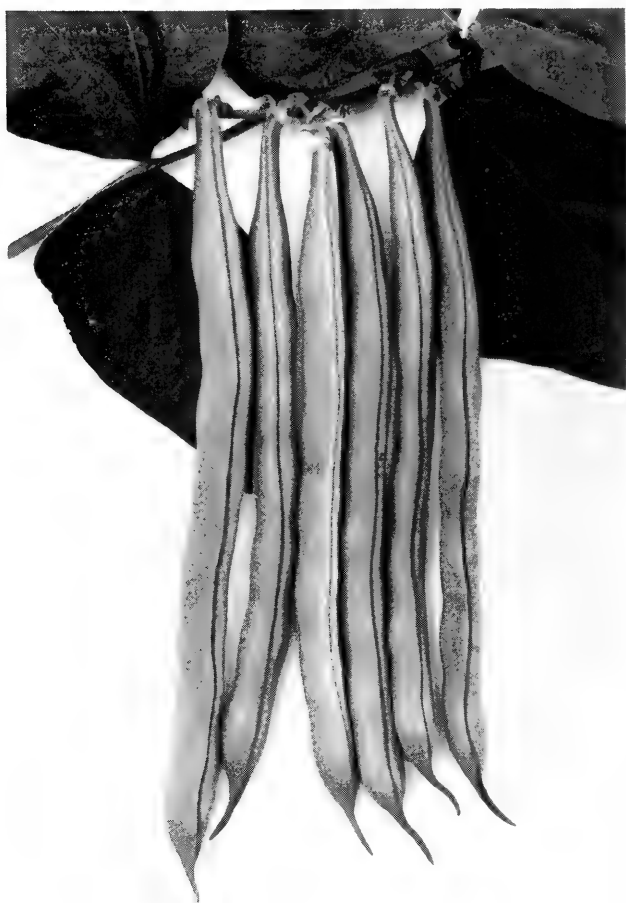
BEANS—BUSH GREEN POD

STRINGLESS BLACK VALENTINE

55 Days

Pods are 6 inches long, narrow, oval, dark green, good quality, stringless. Seed: Black.

GOOD SHIPPER



IMPROVED SUPERGREEN

An improved Mosaic Resistant strain of our original Supergreen.

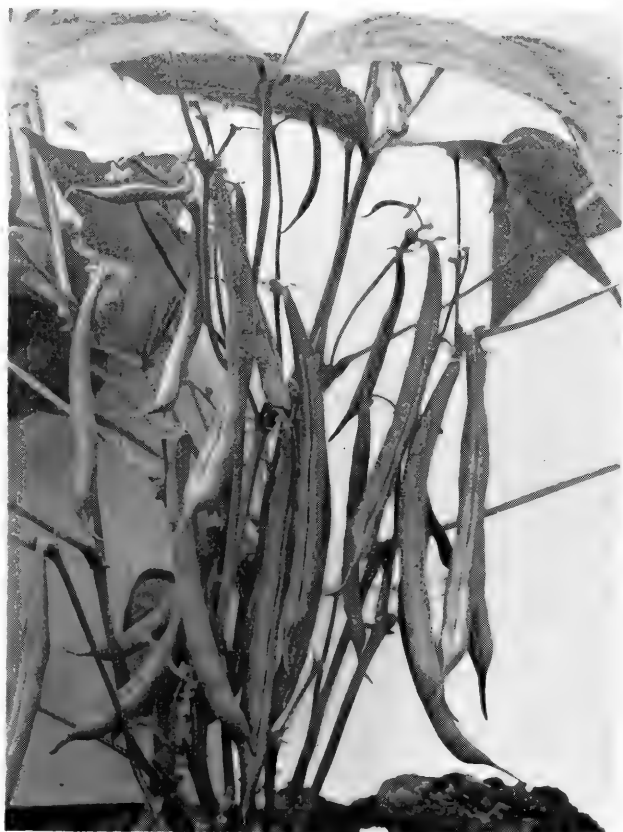
IMPROVED SUPERGREEN (Rogers)

58 Days

This new strain of Supergreen retains the heavy pod set of our original release, but now has the advantage of being MOSAIC RESISTANT. Pods are 6 to 7 inches long, slim, smooth, round, dark green and stringless. Seed: Brownish purple, mottled faun.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH GREEN POD



TENDERCROP

Produces high yield of dark green
pods of fine quality

TENDERCROP

55 Days

A new U.S.D.A. variety with pods $5\frac{1}{2}$ inches long, slender, round to slightly creaseback, dark green, slow seed development. Good yielder of fine quality beans carried on a vigorous, upright bush well adapted to mechanical harvesting. Seeds purple mottled. Resistant to Common Bean Mosaic, New York 15 Mosaic and Pod mottle virus.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH GREEN POD

TENDERGREEN, IMPD. (Rogers)

56 Days

Pods are 6 inches long, round, dark green, straight and stringless. This strain is MOSAIC RESISTANT. Seed: Brownish purple, mottled fawn.

GARDEN, CANNING & FREEZING VARIETY



TENDERGREEN NO. 32304

A prolific, round podded Tendergreen

TENDERGREEN No. 32304 (Rogers)

56 Days

Pods are 6 inches long, round, dark green, straight, stringless, and MOSAIC RESISTANT. Pod is more perfectly round than Imp. Tendergreen. This strain is preferred for CANNING. Seed: Brownish purple, mottled fawn.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH GREEN POD

New Introduction



TENDERWHITE

Our new white seeded variety in the Tendergreen class

TENDERWHITE (Rogers)

60 Days

This new bean has been bred primarily to meet the processors' demands for a high yielding, uniform color cut bean with low fiber content and adapted to mechanical harvesting. Pods are 5½ to 6 inches long, slender, round, straight, smooth, dark green and stringless. MOSAIC RESISTANT, PURE WHITE SEED.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH GREEN POD

TENNESSEE GREEN POD

52 Days

Pods are 7 inches long, very broad, flat, dark green. Stringy. Very popular in the South. Seed: Broad, flat, dark brown.

GARDEN VARIETY.



TOPCROP

TOPCROP

52 Days

Vine is 15 to 17 inches high. An early maturing variety with concentrated pod set and high yield. Pods are 5½ inches long, stringless, round, dark green. Mosaic Resistant. Seed: Brown with buff mottle.

GARDEN, CANNING & FREEZING VARIETY



Hybridizing peas and beans in our greenhouse is the first step in the development of improved varieties.

BEANS—BUSH GREEN POD



WADE'S BUSH

ALL AMERICA GOLD MEDAL AWARD.

WADE'S BUSH

65 Days

Pods 5½-6 inches long, straight, meaty, dark green and stringless. Seed: Purple-Brown. Mosaic Resistant. Adapted for Freezing.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH GREEN POD

New Introduction



WADEX

An attractive new bean with a prolific set of dark green pods of excellent quality.

WADEX (Rogers)

60 Days

A new variety similar to Wade's Bush but higher in yield, earlier in season and more uniform in pod setting. Pods are 6 inches long, straight and dark glossy green. Slightly slimmer and rounder than Wade's Bush. MOSAIC RESISTANT. Seed: Purple-brown.

GARDEN, CANNING & FREEZING VARIETY



Germination Laboratory at Our New Pea and Bean Research Center in Twin Falls, Idaho.

BEANS—BUSH WAX POD

BRITTLE WAX (Round Pod Kidney)

62 Days

Pods are 6 inches long, very slightly curved, round, yellow, stringless. Seed: White with black eye.

GARDEN & CANNING

CHEROKEE WAX

58 Days

Pods 6 inches long, flat to oval, deep yellow, stringless. An improved type of Sure Crop Black Wax with narrower pod. Seed: Black. GARDEN VARIETY.

KINGHORN WAX (White Seed)

56 Days

Pods 6 inches long, slightly curved, round, yellow, stringless. Seed: Pure White. An improved higher yielding Brittle Wax type.

GARDEN, CANNING & FREEZING VARIETY

PENCIL POD BLACK WAX

65 Days

Pods are 5½ to 6 inches long, round, slightly curved, yellow, stringless. Seed: Black. GARDEN VARIETY



Portion of Rogers Bean Breeding Farm
at Twin Falls, Idaho

BEANS—BUSH WAX POD

New Introduction



EARLIWAX

Our newest early wax bean with
slim, golden yellow pods.

EARLIWAX

56 Days

Pods 5-6 inches long, slim, round, very golden yellow color, stringless. An excellent quality bean that develops its color in the smaller sieve sizes. Prolific yielder. Pure white seeds. Mosaic Resistant. Combines the best characteristics of both Puregold and Kinghorn Wax into a new variety.

GARDEN, CANNING & FREEZING VARIETY

BEANS—BUSH WAX POD



PUREGOLD WAX

Mosaic Resistant. Deep Yellow

ALL AMERICA BRONZE MEDAL AWARD

PUREGOLD WAX (Rogers)

65 Days

Pods are 5½ to 6 inches long, slim, round, very golden yellow, stringless. Seed: White with light brown around the eye. Mosaic Resistant. A very prolific wax bean of highest quality.

GARDEN, CANNING & FREEZING VARIETY

NEW TOP NOTCH GOLDEN WAX

51 Days

Pods are 5 inches long, flat, straight, yellow, stringless. Seed: White with brown eye. This new strain has virtually eliminated the "hard seed" problem traditionally associated with Top Notch. Season is one day later than former strain, but has heavier yield and better bush. (Use for Improved Golden Wax.)

GARDEN VARIETY

BEANS—POLE

BLUE LAKES, BLACK SEEDED (Rogers) 65 Days

Vine 5 foot, dark green. Pods 7 inches, straight, round, stringless. Resistant to Common Bean Mosaic.
Seed: Black GARDEN & CANNING VARIETY

BLUE LAKES, WHITE SEEDED No. 228 59 Days

Pods $6\frac{3}{4}$ inches long, nearly round, dark, fleshy and stringless at all stages. Vigorous, productive plant resistant to common bean mosaic and certain strains of rust. This strain developed by Asgrow.

Seeds: Small, white. CANNING & FREEZING

BLUE LAKES, WHITE SEEDED F. M. No. 1 57 Days

An early maturing variety with pods $5\frac{1}{2}$ -.6 inches long, straight, nearly round, uniformly dark green in color, smooth, fleshy, and stringless at all stages. A vigorous growing, good climbing plant with minimum of basal foliage. Highly productive with an extended picking period. Developed by Ferry-Morse Seed Co.

Seeds: Small, white. CANNING & FREEZING

KENTUCKY WONDER (Old Homestead) 65 Days

Vines 5 foot, vigorous. Pods $7\frac{1}{2}$ inches, round, curved, silver green. Stringless when young. Seed: Light brown, flat oval. GARDEN VARIETY

ST. LOUIS PERFECTION 62 Days

Vine 5 foot, large, medium green, open leaves. Pods 8 inches, straight, round, fleshy, silvery green. Stringless in the young stages. Seed: White, very plump. Sometimes called White Kentucky Wonder.

GARDEN VARIETY

BEANS—BUSH LIMA

FORDHOOK 242 BUSH

70 Days

A top ranking All-American vegetable. Similar to Regular Fordhook but pods are shorter and uniformly curved. Most pods contain four seeds that shelled are identical to regular Fordhook. 242 has outstanding ability to set under adverse conditions, particularly in high temperatures. Excellent quality. Recommended for freezing. Seed: Creamish green and light green.



Bagging a tassel for inbreeding at our hybrid sweet corn research station at Caldwell, Idaho.



Our Sweet Corn Breeding and Trial Grounds at Caldwell, Idaho
Is One of the Largest Programs of Its Kind in the Nation.

SWEET CORN

BURBANK BANTAM

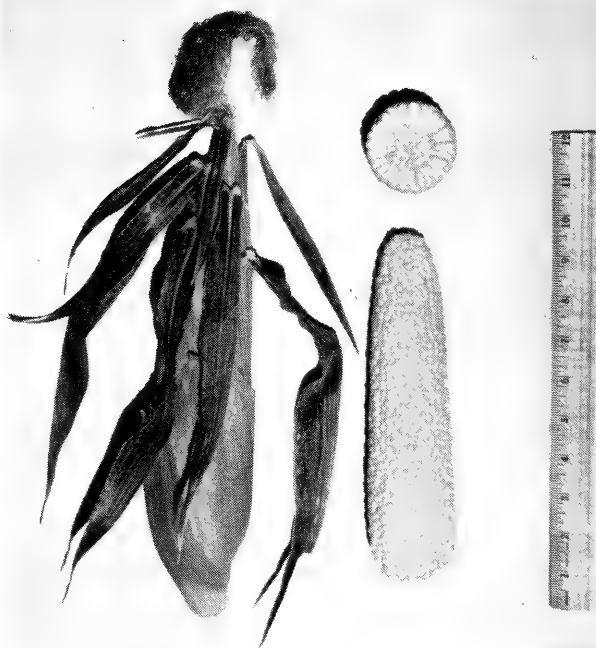
88 Days

Ears 8 inches, with 12 to 14 rows of deep, yellow kernels. Equal in flavor to 8 row Bantam. Stalks 5½ to 6 feet. Produces well under adverse conditions. Among the best of the open pollinated varieties for garden and market.

CARMELCROSS (Hybrid)

75 Days

Ears 7½ to 8 inches, 12-16 rows broad, medium depth yellow kernels. Stalks 5 to 5½ feet. An early midseason, widely adapted hybrid giving a high yield of good quality corn for market, garden and for early canning and freezing. Originally released by the Connecticut Experiment Station.



COUNTRY GENTLEMAN ILL. NO. 13

COUNTRY GENTLEMAN ILL. No. 13 (Hybrid) 95 Days

Ears 8½ inches with narrow, deep, white kernels. Stalk 8 feet. Has white interior silk and excellent holding qualities. A high yielding, top quality Country Gentleman Hybrid developed by Prof. W. A. Huelsen at the University of Illinois.

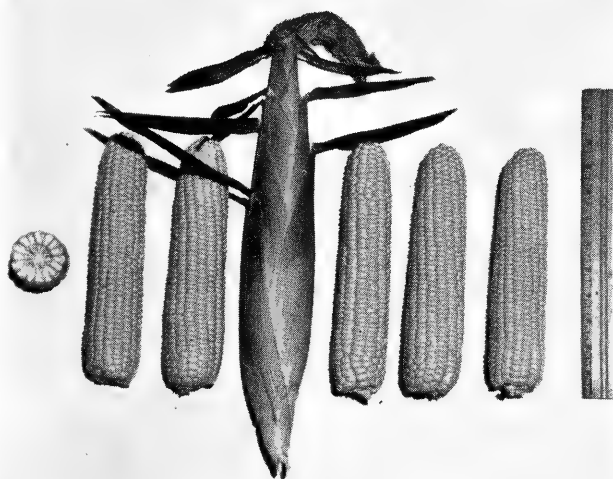
SWEET CORN

COUNTRY GENTLEMAN

95 Days

Ears, 7 to 8 inches. Deep, white, slender, kernels with no row formation. Tender, sweet, excellent flavor. Small cob. Flag leaves. Stalk 6½ to 7½ feet. Used primarily for home gardening.

New Introduction



DOMINATOR

DOMINATOR (Hybrid 1962)

88 Days

A new yellow hybrid developed in our Sweet Corn Research Program for the canning and freezing trade.

Stalk 6-6½ feet, 1 to 2 tillers, well adapted to mechanical harvest. Ears 8½ to 9 inches with mostly 14 to 16 rows of bright yellow kernels of medium width and depth. Very tender pericarp and excellent flavor.

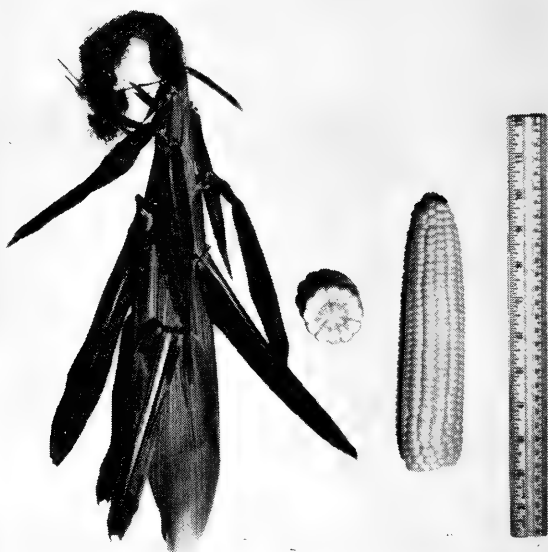
Dominator equals Golden Cross Bantam in quality and his advantages of white inner silks, increased field yield and higher recovery of cut corn.

SWEET CORN

GOLDEN BANTAM 8 ROWED

87 Days

Ears 6 to 8 inches with 8 rows of kernels. Usually produces two ears per stalk. Stalks 5½ to 6 feet. An excellent selected strain. Hardy and well known, variety for home garden.



GOLDEN BEAUTY

1955 ALL AMERICA SILVER MEDAL WINNER

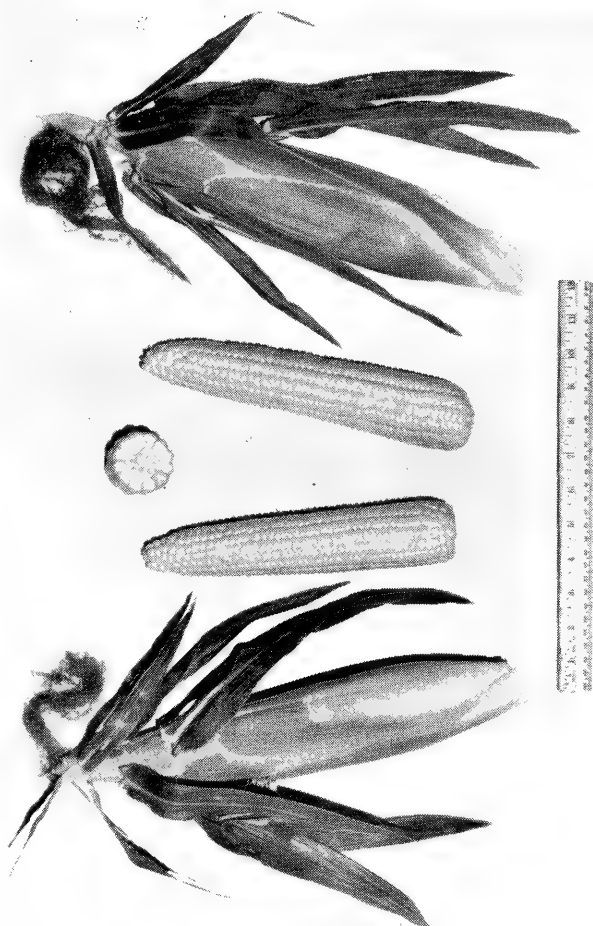
GOLDEN BEAUTY (Hybrid)

72 Days

An early, yellow market and home garden hybrid introduced by Prof. W. H. Lachman of the University of Massachusetts.

Stalks 5 feet. Ears 7-8 inches long and slightly tapered, with 12-14 rows of medium width, good yellow, kernels. This hybrid yields well and has good quality factors. Maturity is approximately a day earlier than Marcross.

SWEET CORN



GOLDEN CROSS BANTAM

GOLDEN CROSS BANTAM (Hybrid)

88 Days

Ears 8 to 8½ inches with 12 to 14 rows of golden kernels. Sweet and tender. Heavy yielder, resistant to wilt. Very uniform. Stalk 6 to 6½ feet. A hardy top quality corn. Very wide range of adaptability. Used for garden, market, canning and freezing. Developed by Glenn M. Smith of Purdue University and the U.S.D.A.

SWEET CORN



GOLDEN EARLIPAK

GOLDEN EARLIPAK

73 Days

Developed in our breeding program for first early canning and freezing use, but equally suited for market planting. Especially adapted to areas where short growing season precludes use of slower maturing hybrids.

Stalk 6-6 1/2 feet. Ears 8 1/2 inches, predominantly 12 rows and with tender and sweet kernels of medium depth and good yellow color. A good yielding early hybrid adapted for mechanical harvesting.



De-tasseling Crew in Hybrid Sweet Corn Production Field
at Caldwell, Idaho

SWEET CORN

New Introduction



GOLDEN HYBRID G101

GOLDEN HYBRID G101

74 Days

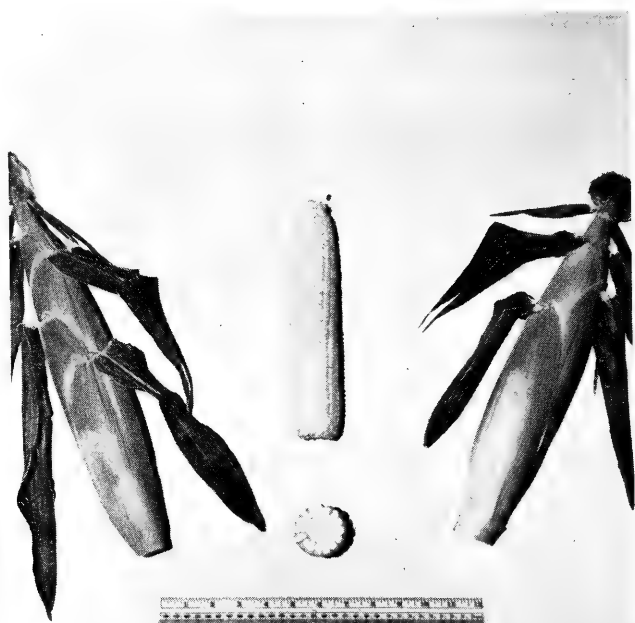
This new hybrid maturing in Marcross season offers a combination of high yield and improved flavor and tenderness seldom found in an early corn.

Stalks 6 feet, sturdy and with few tillers. Good tolerance to bacterial wilt. Ears $7\frac{1}{2}$ -8 inches, mostly 12 rows and with long husk cover of medium green color. Attractive husked ear appearance. Kernels have good uniformity, glossy yellow color, medium width and depth.

Normally will produce two good ears per plant. Adapted for use as an early home garden, market, canning and freezing corn.

SWEET CORN

New Introduction

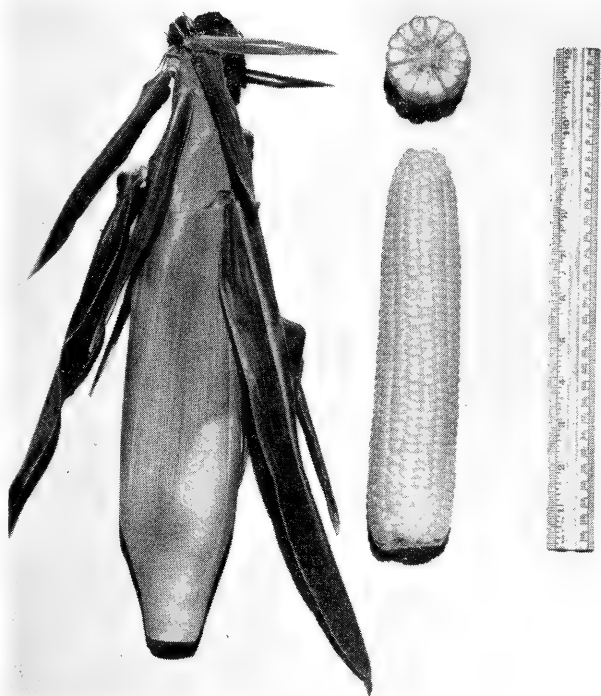


GOLDEN HYBRID R-8

87 Days

Demonstrated resistance to *Helminthosporium turcicum* and tolerance to ear worms make this new Rogers hybrid especially suitable for the South. Very good husked-ear appearance combines with dark green husks and flag leaves for market usage. Stalk 6-7 feet, ears 8½-9 inches, 14-18 rows, kernels medium yellow and with high gloss. White inner silk.

SWEET CORN



GOLDEN NUGGET

GOLDEN NUGGET (Hybrid)

88 Days

A Rogers introduction for the canning and freezing trade. A high yielding midseason, yellow hybrid of exceptionally good quality.

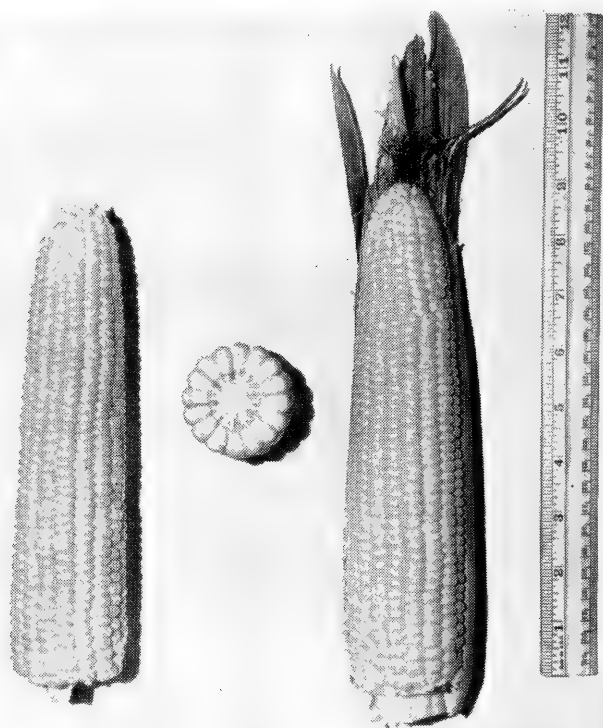
Stalk $7\frac{1}{2}$ to 8 feet, 1 to 2 tillers, ears borne well up from the ground level for ease of harvesting. Easy snapper. Ears 8 to $8\frac{1}{2}$ inches, cylindrical, 14 to 16 good uniform rows, long husk cover. Kernels medium yellow, medium width and depth, very tender and sweet.

IOANA (Hybrid)

89 Days

Ears $8\frac{1}{2}$ inches, very uniform, cylindrical, with 12-14 straight rows of medium width, light yellow kernels of excellent quality. Sturdy $7\frac{1}{2}$ foot stalk with few tillers. A high yielding hybrid for canning and market gardening. Developed and released by Dr. E. S. Haber of Iowa State College.

SWEET CORN



IOCHIEF

IOCHIEF (Hybrid)

90 Days

Stalk 7 to 7½ feet, virtually tillerless. Ears 8½ to 9 inches long and filled to tips with deep, narrow kernels of glossy yellow color. Good mechanical harvester. Performs well under drought conditions. For canning, freezing and garden use.

MARCROSS C 13x6 (Hybrid)

73 Days

Ears 7 to 7½ inches with 10 to 14 rows of rather large, yellow kernels. Fairly good quality. Stalks 5 to 5½ feet. An early garden and market corn well known in all corn growing areas. A prolific producer. Introduced by the Connecticut Agricultural Experiment Station.

MARCROSS NORTHERN

76 Days

Ears 7 to 8 inches with 12 to 14 rows of medium width, yellow, deep kernels. Sweet, tender. Stalks 5½ to 6 feet. A large eared, early corn for market garden.

SWEET CORN

New Introduction



JUBILEE

JUBILEE (Hybrid 2214)

85 Days

This new early-midseason maturing product of our sweet corn breeding program produces a high yield of corn with deep, narrow, yellow kernels of very good quality for canning and freezing usage.

Stalks 7-7½ feet, 1 to 2 tillers per plant, ears up well on stalk. Ears 8½-9 inches, 18-20 rows of kernels. Good cut corn recovery. White inner silk.

SWEET CORN

New Introduction



MELLO-GOLD, WHITE SILK

MELLO-GOLD, WHITE SILK (Hybrid) 82 Days

This new hybrid offers improvement over our original Mello-Gold in that it has better husk cover, white inner silk, longer ear, higher row number and slightly deeper kernels. Desirable factors of quality, early maturity, high yield and glossy yellow kernels have been retained.

Very sturdy 6-6½ foot stalks with very few tillers make this hybrid well adapted to mechanical harvesting.

Ears 8½-9 inches long with 14-16 rows of medium-narrow kernels of good depth. Recommended for both processing and market.



SWEET CORN

NARROWGRAIN EVERGREEN ILL. 14x11 (Hybrid)

93 Days

Ears 8 inches with 18 to 22 rows of deep, slender, white kernels of fine quality. A few flag leaves. Stalk 8 feet. Good yield. Produces a more refined kernel than 14 x 13. Originated by Prof. W. A. Huelsen at the University of Illinois. A garden and canning hybrid.

NARROWGRAIN EVERGREEN ILL. 14x13 (Hybrid)

93 Days

Ears 8 inches with 16-20 rows of very deep, medium width, white kernels. A good quality Narrowgrain. Few flag leaves. Stalk 8 feet, well rooted. A high yielding canning hybrid. Originated by Prof. W. A. Huelsen at the University of Illinois.

SPANCROSS (Hybrid)

69 Days

Ears medium 6 to 7 inches with about 12 rows of yellow kernels. Uniform in maturity and good quality. Stalk 4½ to 5 feet, stocky, ears set low. Extra early, wilt resistant and somewhat resistant to cold. A first-early garden hybrid originated and released by the Connecticut Agricultural Experiment Station.

STOWELLS EVERGREEN

95 to 100 Days

Ears 8 to 9 inches, 16 rows of deep, white kernels. Stalk 8 to 8½ feet with very few suckers. Bred from selected, hardy strains. A high yielding, large eared Stowells for market and gardening.

STOWELLS EVERGREEN (Hybrid)

95 Days

Ears 8½ inches with 16 to 20 rows of medium width, white kernels. Stalk 8 feet with very few tillers. Good quality. Narrower kernels, more uniform in plant type and maturity than open pollinated Stowells Evergreen.

TENDERGOLD

76 Days

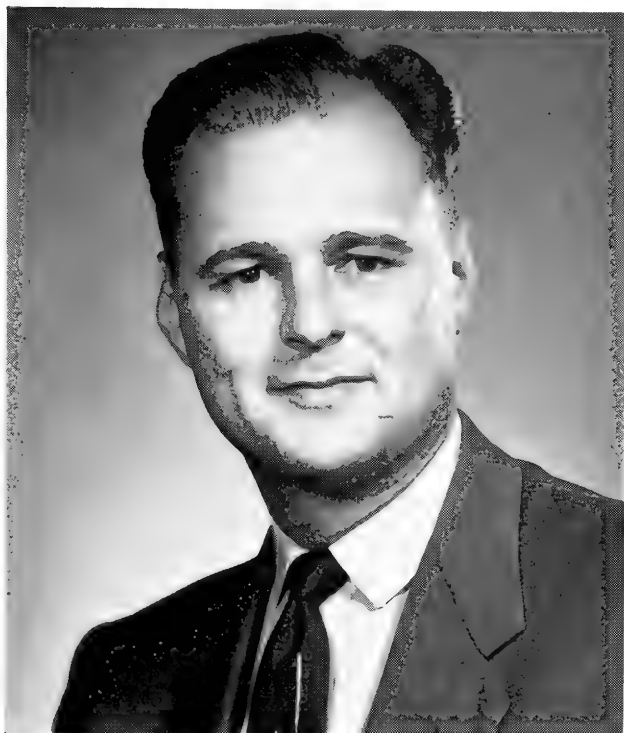
Ears 7 to 8 inches with 12 to 14 rows of golden kernels of medium width and depth. Sweet, tender, fine quality. Stalks 5½ to 6 feet. A hardy strain of satisfactory yield for canning, market or home garden.

ALWAYS AT YOUR SERVICE



HUGH P. DORR
Eastern Representative
Hoosick Falls, N. Y. Phone: 416

ALWAYS AT YOUR SERVICE



J. R. (BOB) THOMPSON
Central Representative

652 S. Main St., Fond du Lac, Wisconsin
Phone: Walnut 1-3177

ALWAYS AT YOUR SERVICE



JOHN W. KURZENHAUSER

Western Representative

1902 Cleveland Blvd., Caldwell, Idaho

Phone 9-4234

ALWAYS AT YOUR SERVICE



H. G. "JERRY" WASHBURN
Southern Representative

3053 West Pine Valley Rd., N. W., Atlanta 5, Ga.
Phone: Cedar 3-0476



MEMORANDUM



MEMORANDUM



MEMORANDUM



**ROGERS BROTHERS
COMPANY**

-- SEEDS --

Sales Office
and
Production Headquarters
IDAHO FALLS, IDAHO



"Blood Tells"

The Seal of



**QUALITY
INTEGRITY
DEPENDABILITY**

ROGERS
BROTHERS COMPANY
Seeds

Box 2188
IDAHO FALLS, IDAHO

E S T A B L I S H E D 1 8 7 6